







# Hayward 2021 Community Survey

*Key Findings of a Survey of Hayward Residents  
Conducted October 5-17, 2021*



OPINION  
RESEARCH  
& STRATEGY

# Survey Methodology

Dates	October 5-17, 2021
Survey Type	Dual-mode Resident Survey
Research Population	Adult Residents of Hayward
Total Interviews	914
Margin of Sampling Error	(Full Sample) $\pm 3.7\%$ at the 95% Confidence Level (Half Sample) $\pm 4.6\%$ at the 95% Confidence Level
Contact Methods	<div>  Telephone Calls </div> <div>  Email Invitations </div>
Data Collection Modes	<div>  Telephone Interviews </div> <div>  Online Interviews </div>
Languages	English and Spanish

*(Note: Not All Results Will Sum to 100% Due to Rounding)*

# What We Measured

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- Quality of life in Hayward
- Satisfaction with City government and municipal services
- Views on Hayward Recreation and Park District
- Views on community safety in Hayward
- Support for a parcel tax to support Let's House Hayward programs







# Regional Context

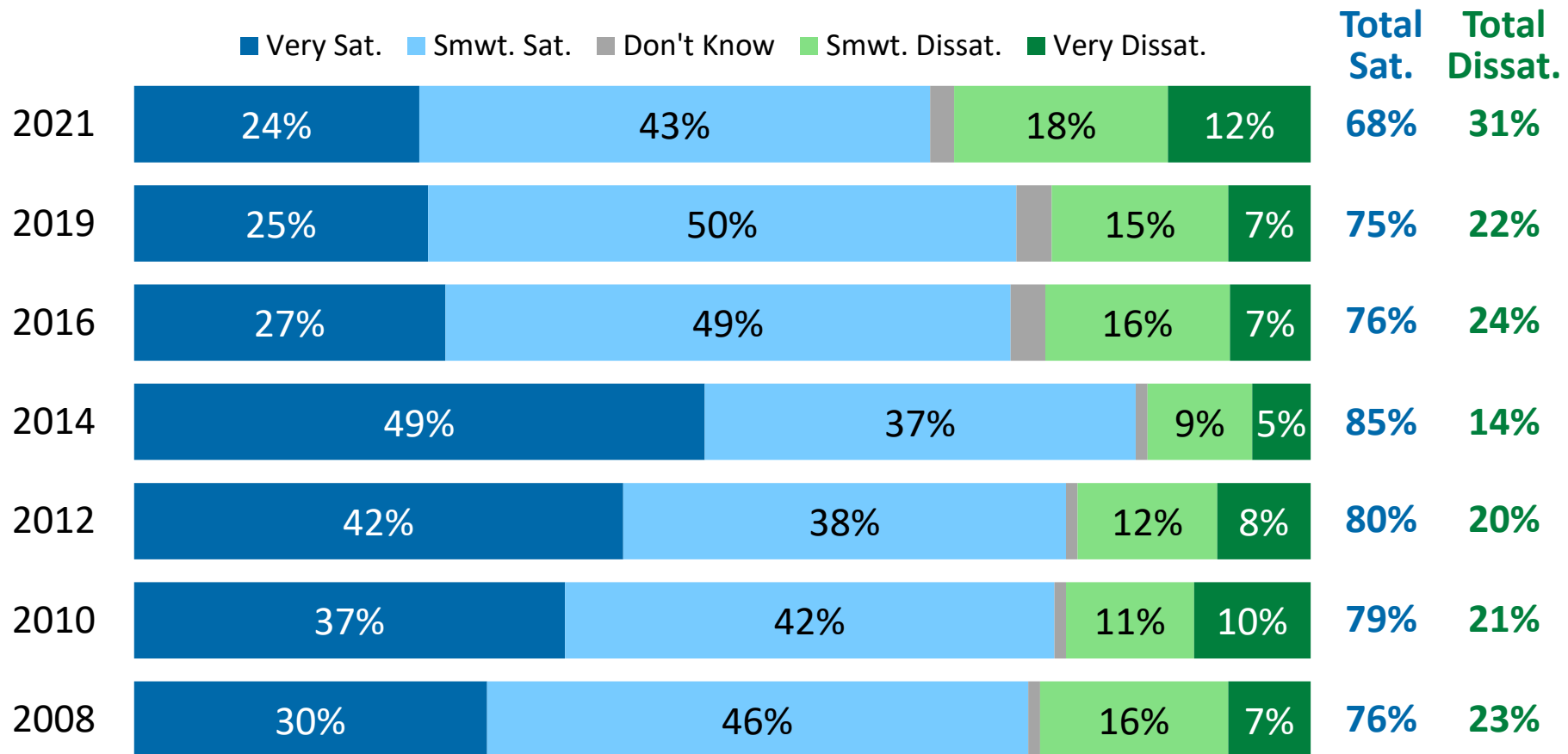
- **Quality of life ratings are trending downward:** Livermore resident quality of life ratings are down 12 points from 2020 – from 48% “excellent” to 36%. Pleasanton resident quality of life ratings are down 15 points from 2017 – from 67% “excellent” to 52%. Just 13% rate quality of life “excellent” in Oakland.
- **And more residents feel things are headed in the wrong direction:** 64% of Oakland voters feel things are headed on the wrong track – up 13 points from just one year ago. 41% of San Jose voters feel things are headed in the right direction, down 10 points from 2020. 55% of San Francisco voters feel things are headed on the wrong track as well.



# **Quality of Life in Hayward**

# Two-thirds are satisfied with Hayward's quality of life, though satisfaction has declined since 2014.

*I'd like to get your overall opinion of living in the City of Hayward. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Hayward?*



# Younger residents are more likely to be satisfied with Hayward's quality of life.

Hayward Satisfaction by Gender & Age

■ Very Sat. ■ Smwt. Sat. ■ Don't Know ■ Smwt. Dissat. ■ Very Dissat.

**Total Sat.** **Total Dissat.**

Men

24%

44%

17%

13%

68%

29%

Women

25%

43%

21%

10%

68%

31%

Ages 18-29

33%

44%

15%

77%

19%

Ages 30-39

24%

44%

19%

12%

68%

31%

Ages 40-49

17%

44%

21%

18%

61%

38%

Ages 50-64

18%

55%

18%

9%

73%

26%

Ages 65+

27%

42%

17%

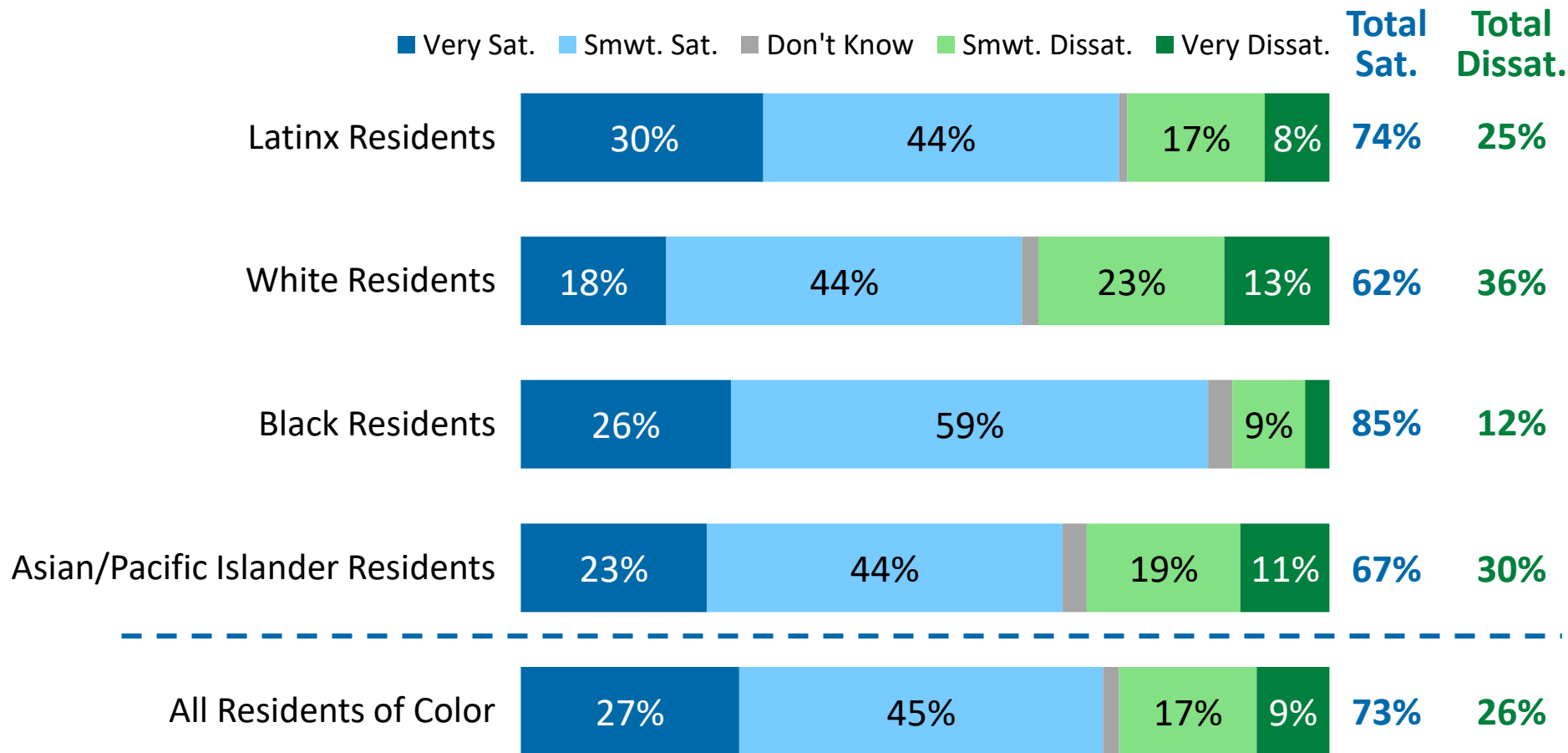
15%

68%

31%

# Black residents are more satisfied than white and Asian residents.

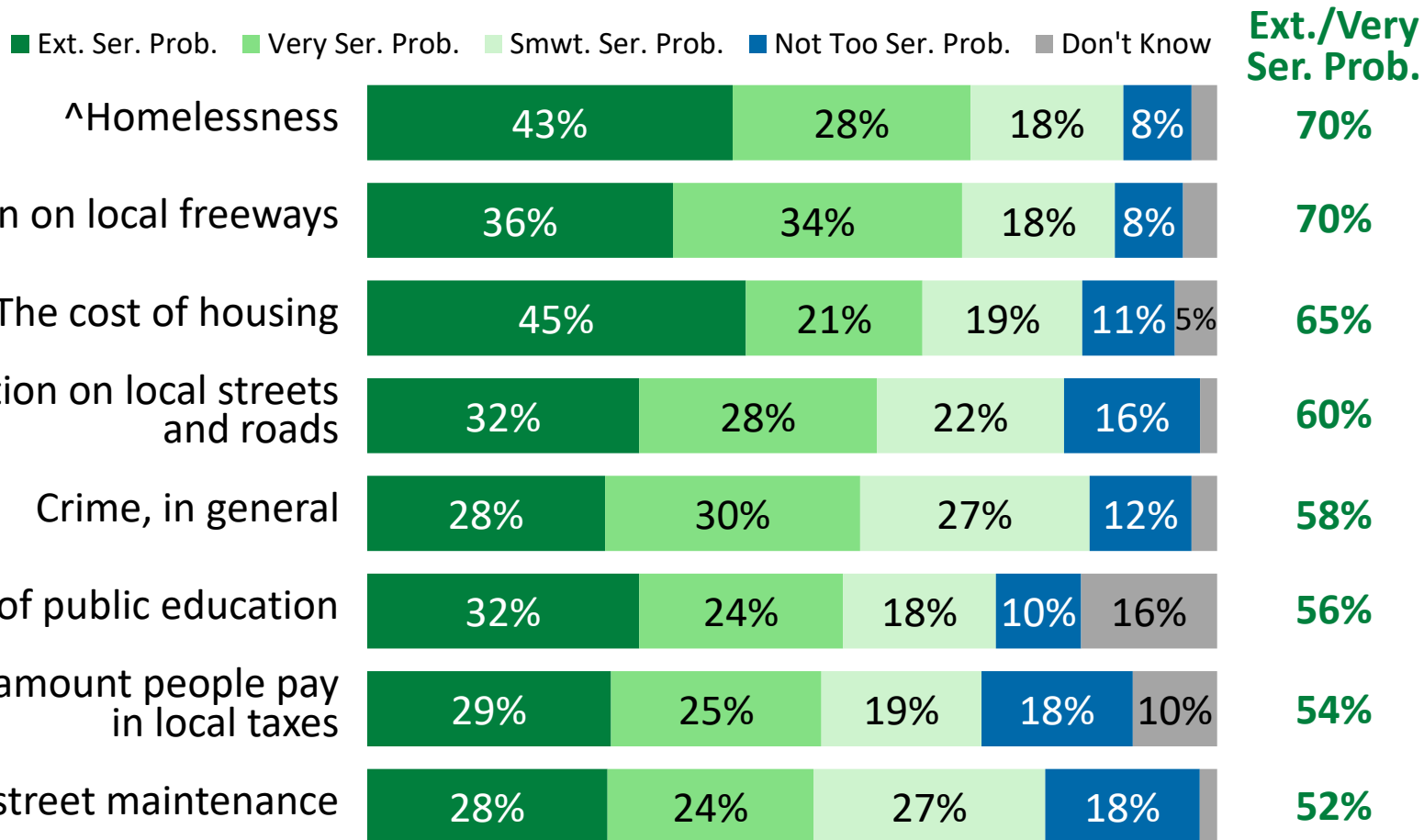
*Hayward Satisfaction by Race/Ethnicity*





# Homelessness, housing costs, and traffic congestion are seen as serious problems.

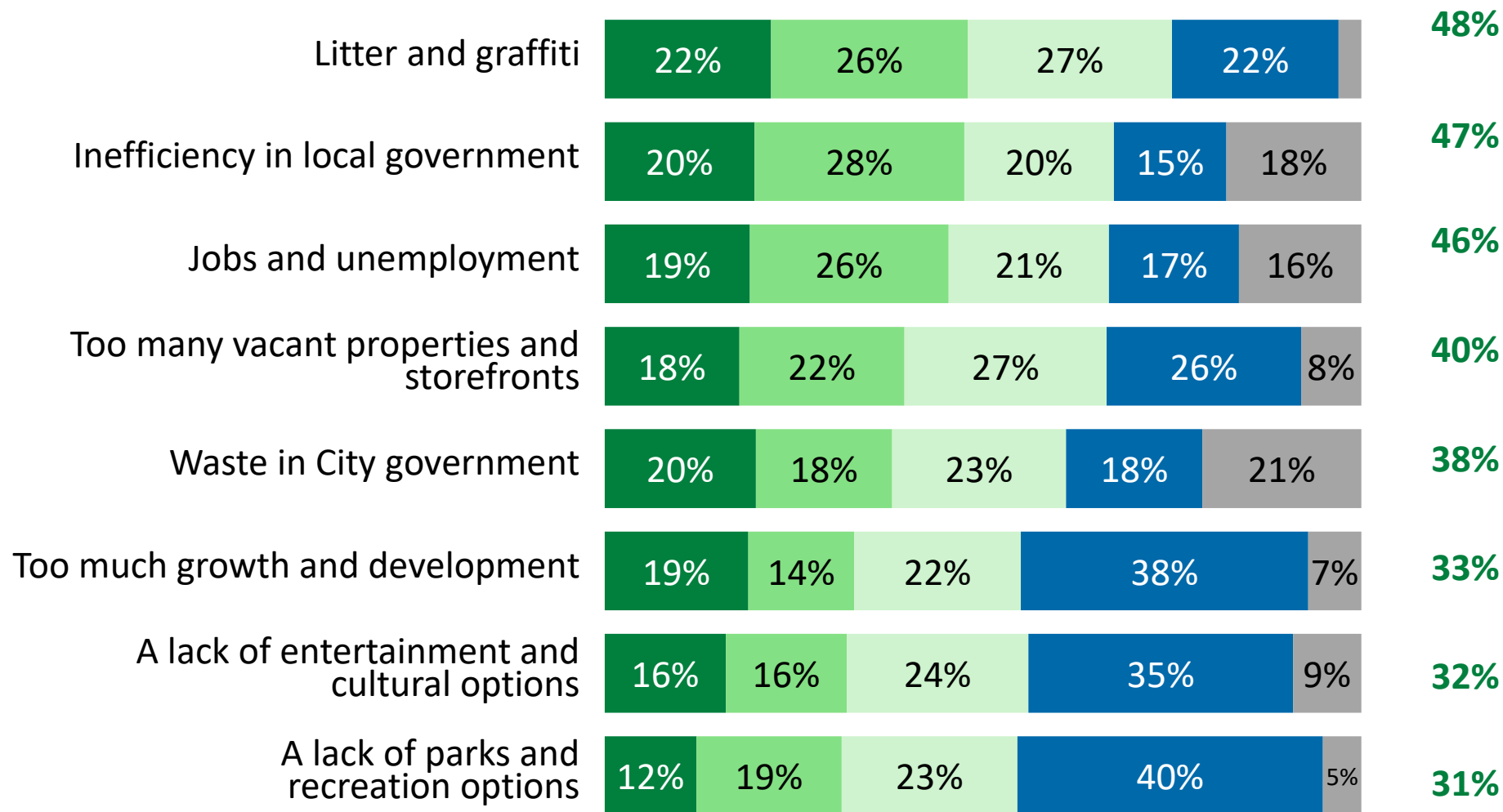
*I am going to read you a list of issues that some people say might be problems in Hayward. Please tell me whether you think it is an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem in the city.*



# Issues of Relatively Lower Concern

Ext./Very  
Ser. Prob.

■ Ext. Ser. Prob. ■ Very Ser. Prob. ■ Smwt. Ser. Prob. ■ Not Too Ser. Prob. ■ Don't Know

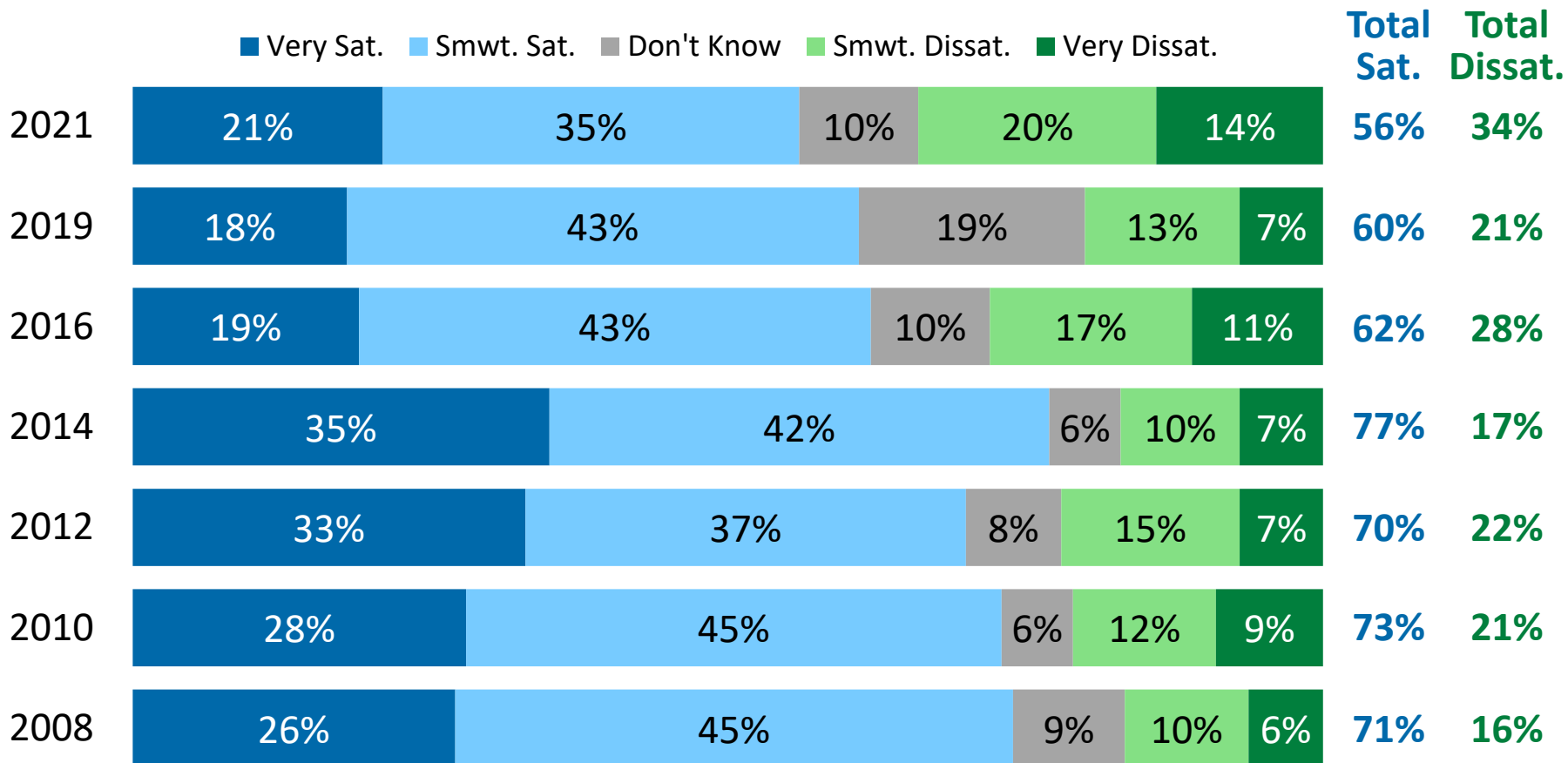




# **Satisfaction with City Government**

# A majority is satisfied with the job the City is doing to provide resident services, though dissatisfaction has increased from 2019.

*Overall, are you satisfied or dissatisfied with the job the City of Hayward is doing to provide resident services?*



# Residents under age 30 and over 65 are more satisfied with City services.

*City Service Satisfaction by Gender & Age*

■ Very Sat. ■ Smwt. Sat. ■ Don't Know ■ Smwt. Dissat. ■ Very Dissat.

**Total Sat.** **Total Dissat.**

Men



**59%**

**33%**

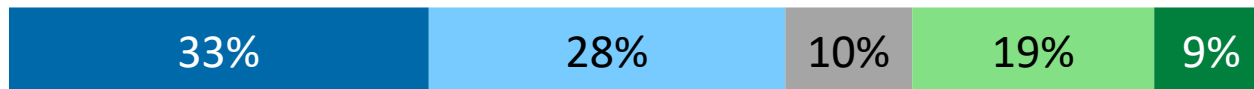
Women



**53%**

**35%**

Ages 18-29



**61%**

**29%**

Ages 30-39



**54%**

**34%**

Ages 40-49



**59%**

**34%**

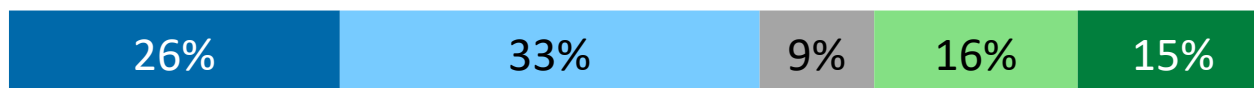
Ages 50-64



**50%**

**39%**

Ages 65+



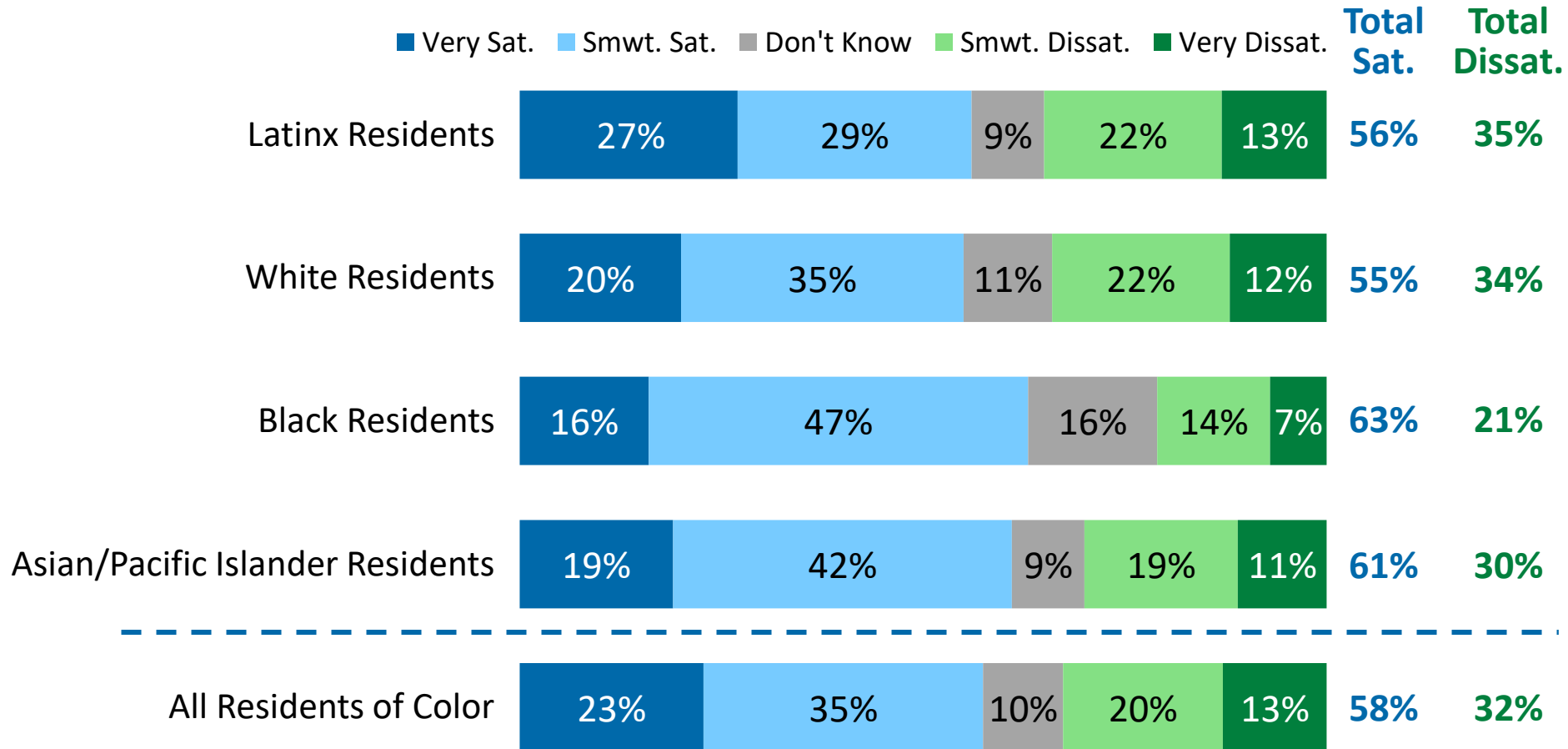
**60%**

**31%**



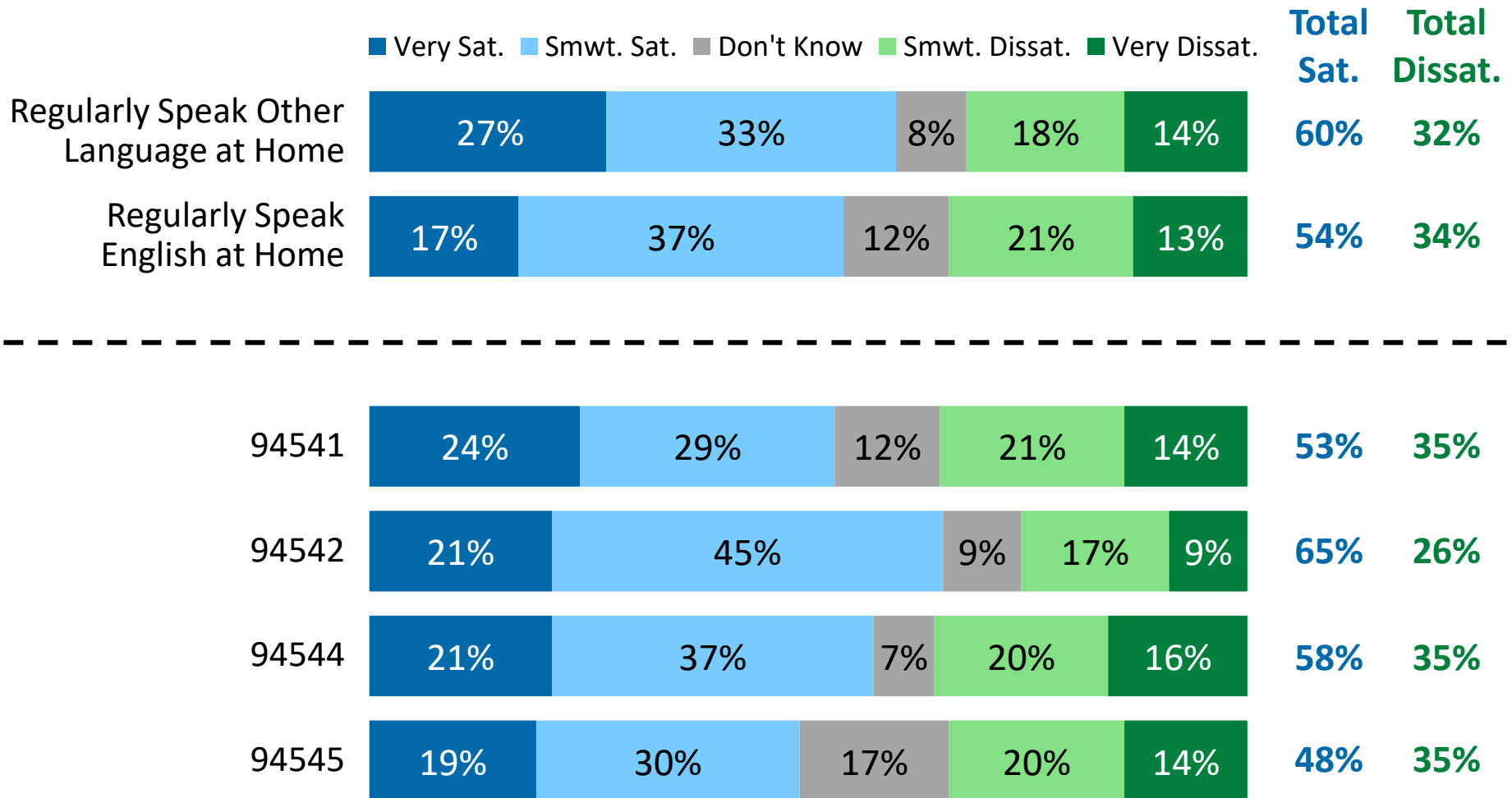
# Black and Asian residents are slightly more satisfied with City services.

*City Service Satisfaction by Race/Ethnicity*



# Three in five residents who speak a language other than English at home are satisfied with City services.

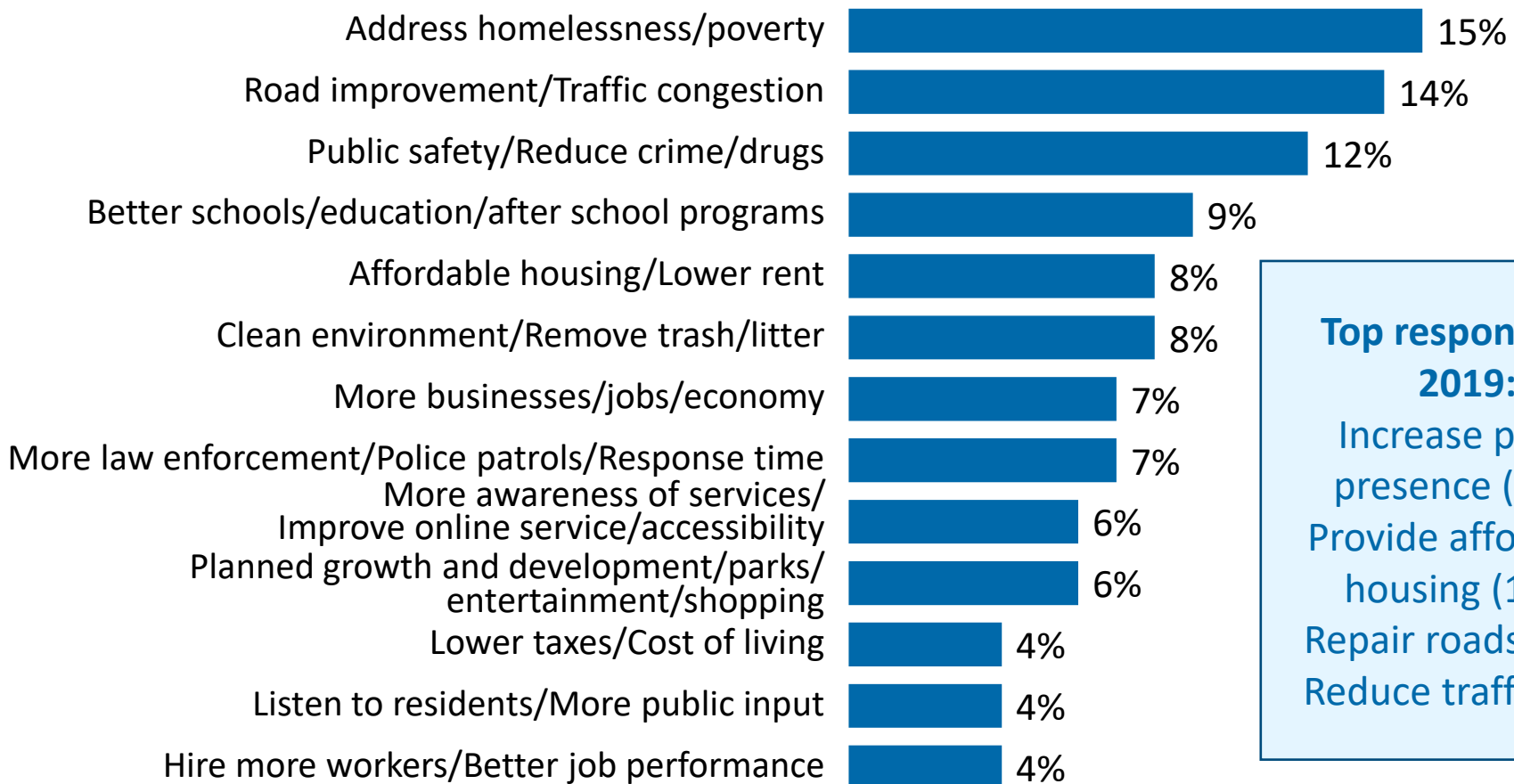
*City Service Satisfaction by Language Regularly Spoken at Home & ZIP Code*



# Residents want the City to prioritize addressing homelessness, traffic and crime.

*In your opinion, what is the most important thing the City of Hayward can do to improve City services for the people who live and/or work here?*

*(Open-ended; Responses 4% and Above Shown)*



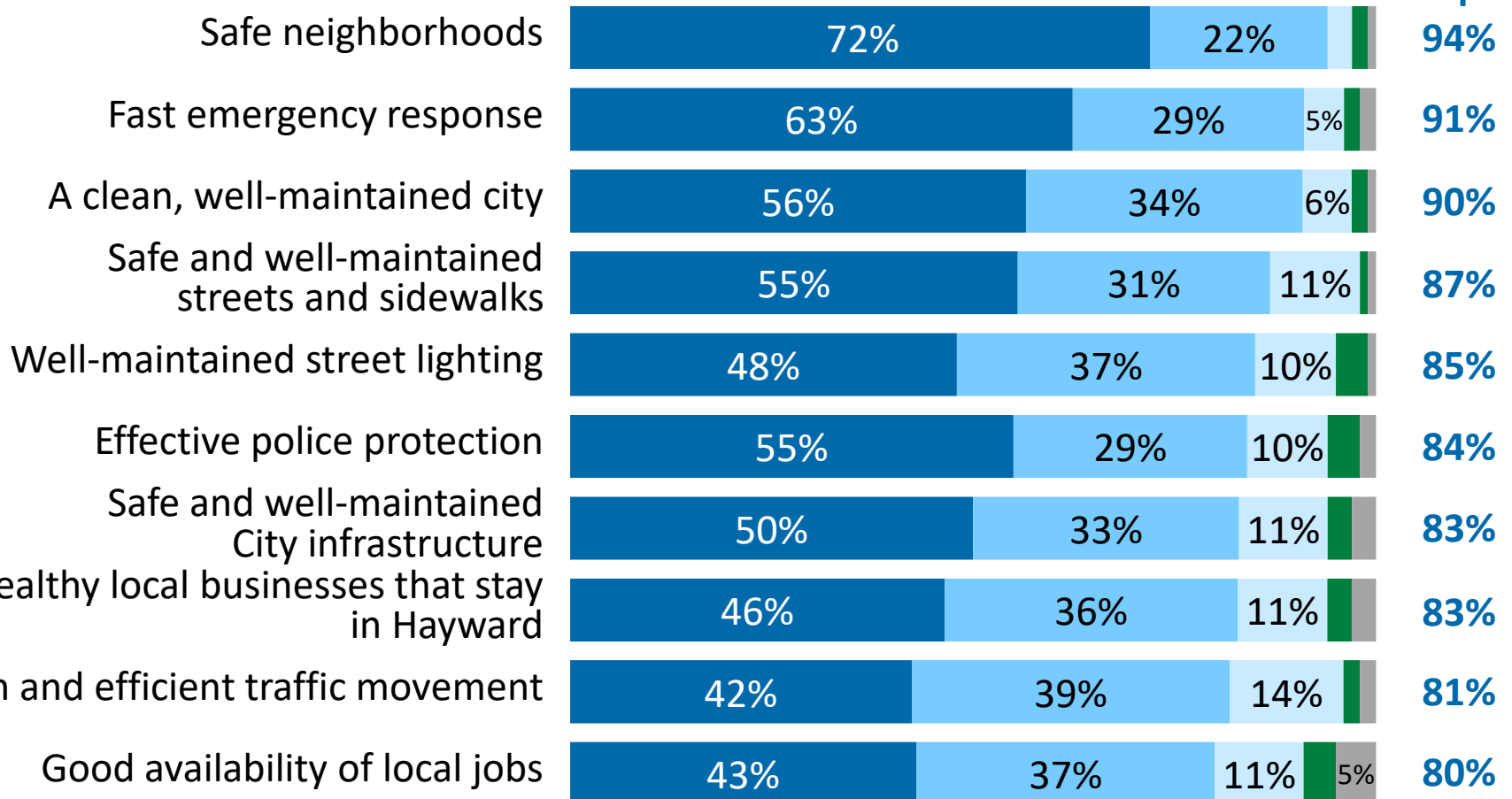
## Top responses in 2019:

Increase police presence (17%)  
Provide affordable housing (13%)  
Repair roads (12%)  
Reduce traffic (9%)

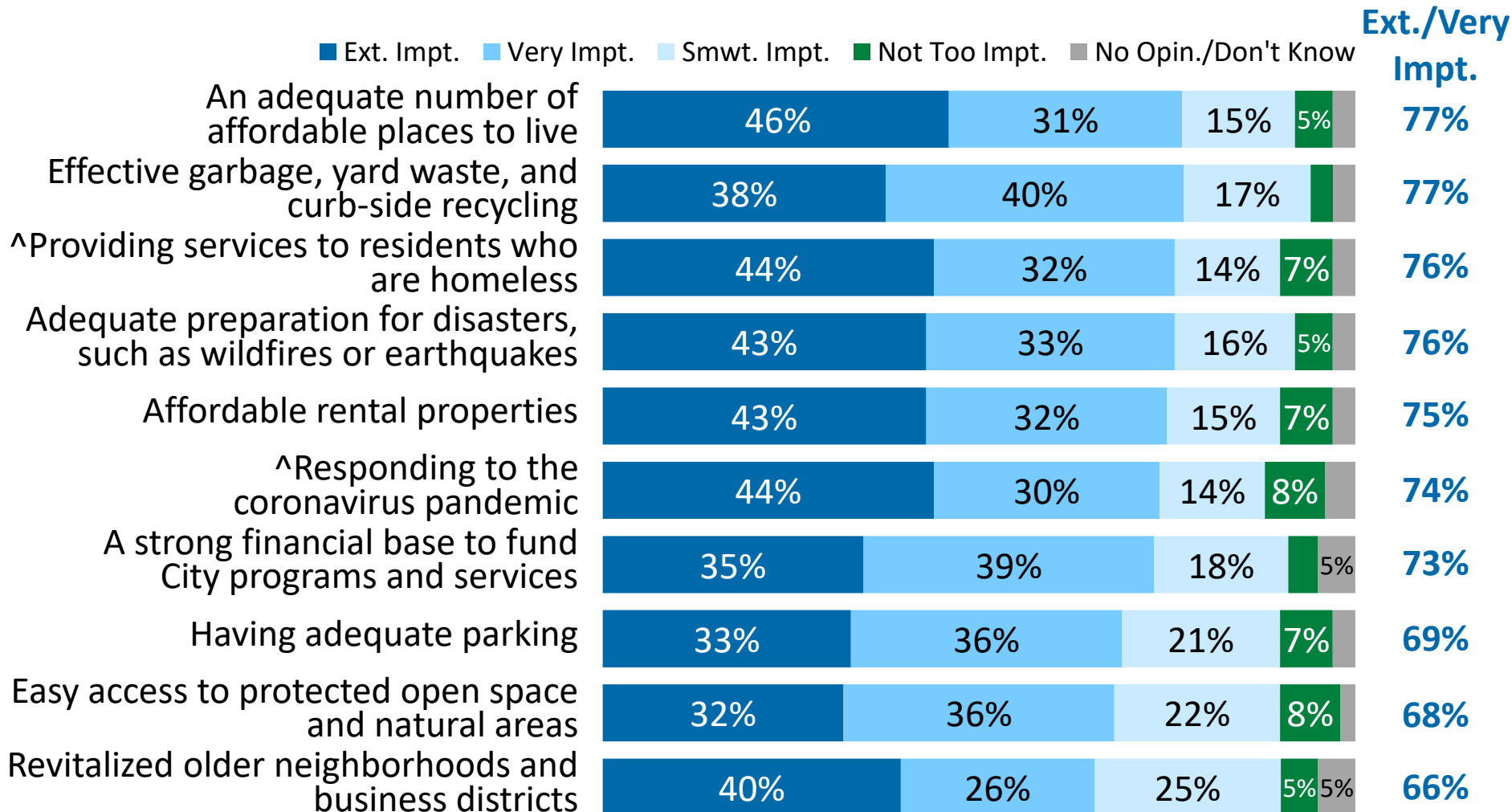
# Residents overwhelmingly value safety, fast emergency responses, and cleanliness.

*I am going to read you a list of aspects of life in the City of Hayward. Please tell me, in your opinion, how important each one is to making Hayward a good place to live: extremely important, very important, somewhat important, or not too important.*

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ No Opin./Don't Know **Ext./Very Impt.**

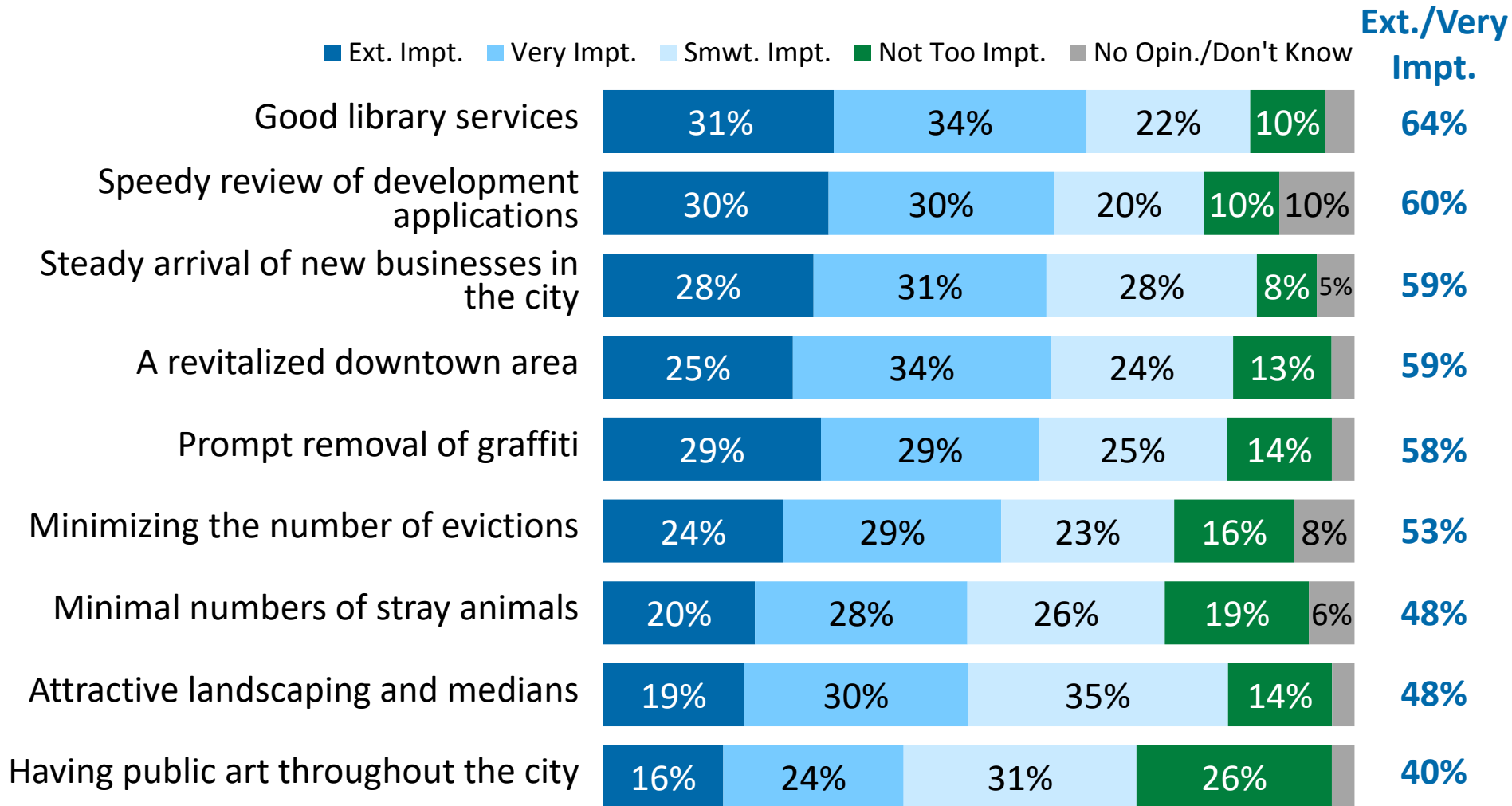


# Strong majorities value a variety of other aspects, including support for residents experiencing homelessness and affordable places to live.

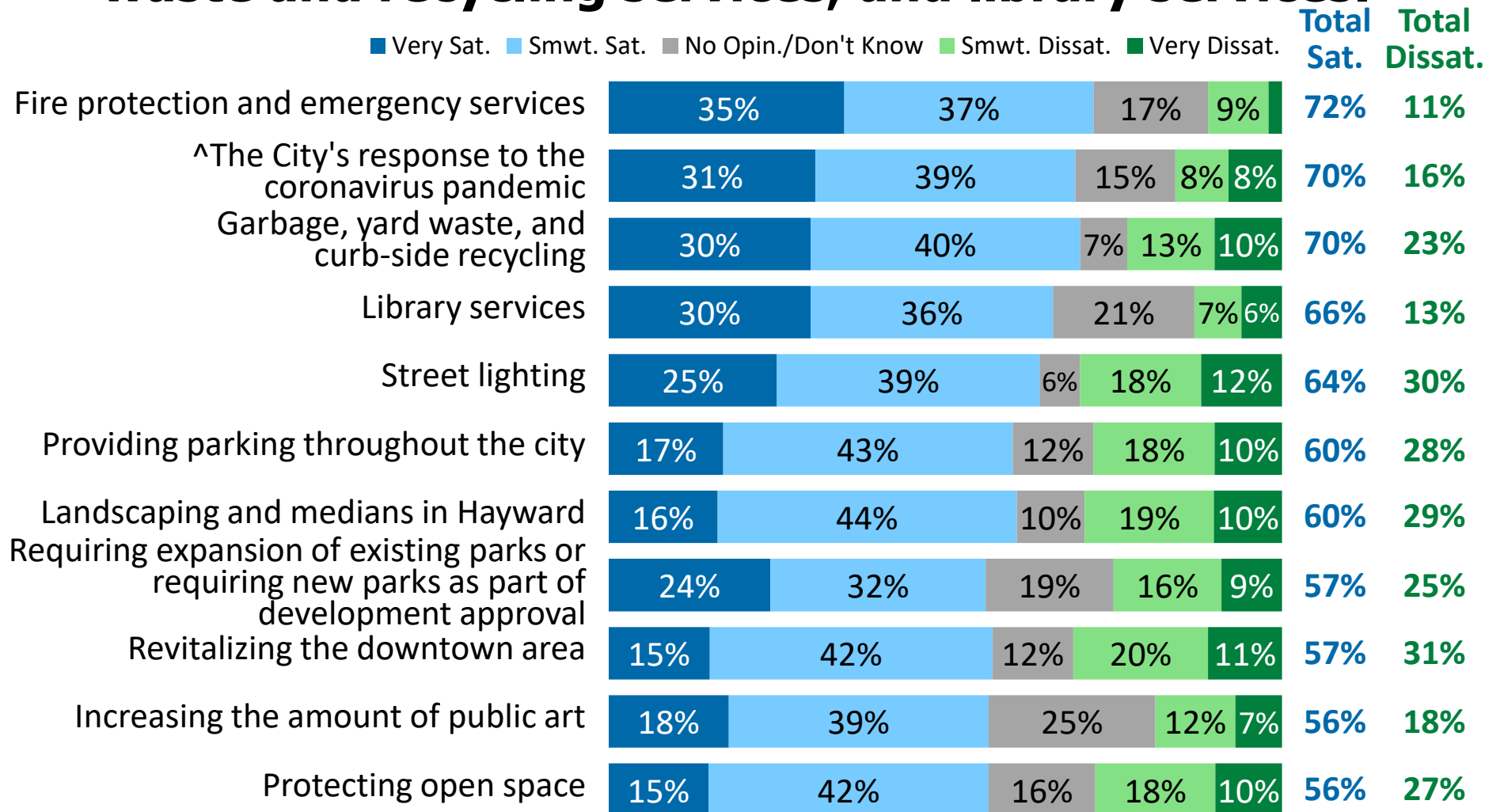




# Relatively lower priorities include public art, landscaping, and animal services.



# Strong majorities are satisfied with City fire protection and emergency services, the City's pandemic response, waste and recycling services, and library services.



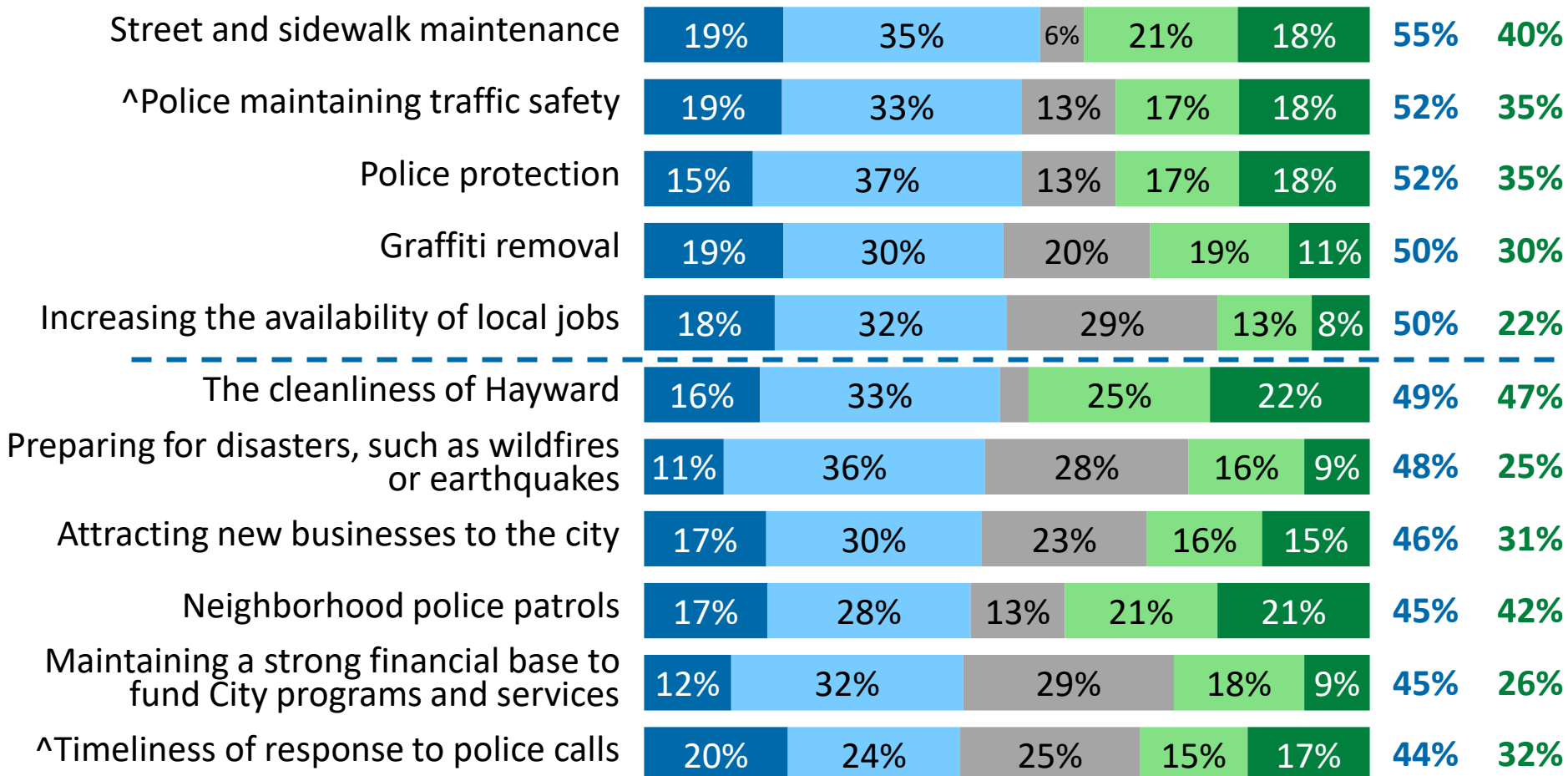
Q6. I am going to mention some services and programs the City provides. I would like you to tell me how satisfied you are personally with the job being done by the City of Hayward in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

^Not Part of Split Sample

# Residents are divided on their sense of satisfaction with cleanliness and presence of neighborhood police patrols.

■ Very Sat. ■ Smwt. Sat. ■ No Opin./Don't Know ■ Smwt. Dissat. ■ Very Dissat.

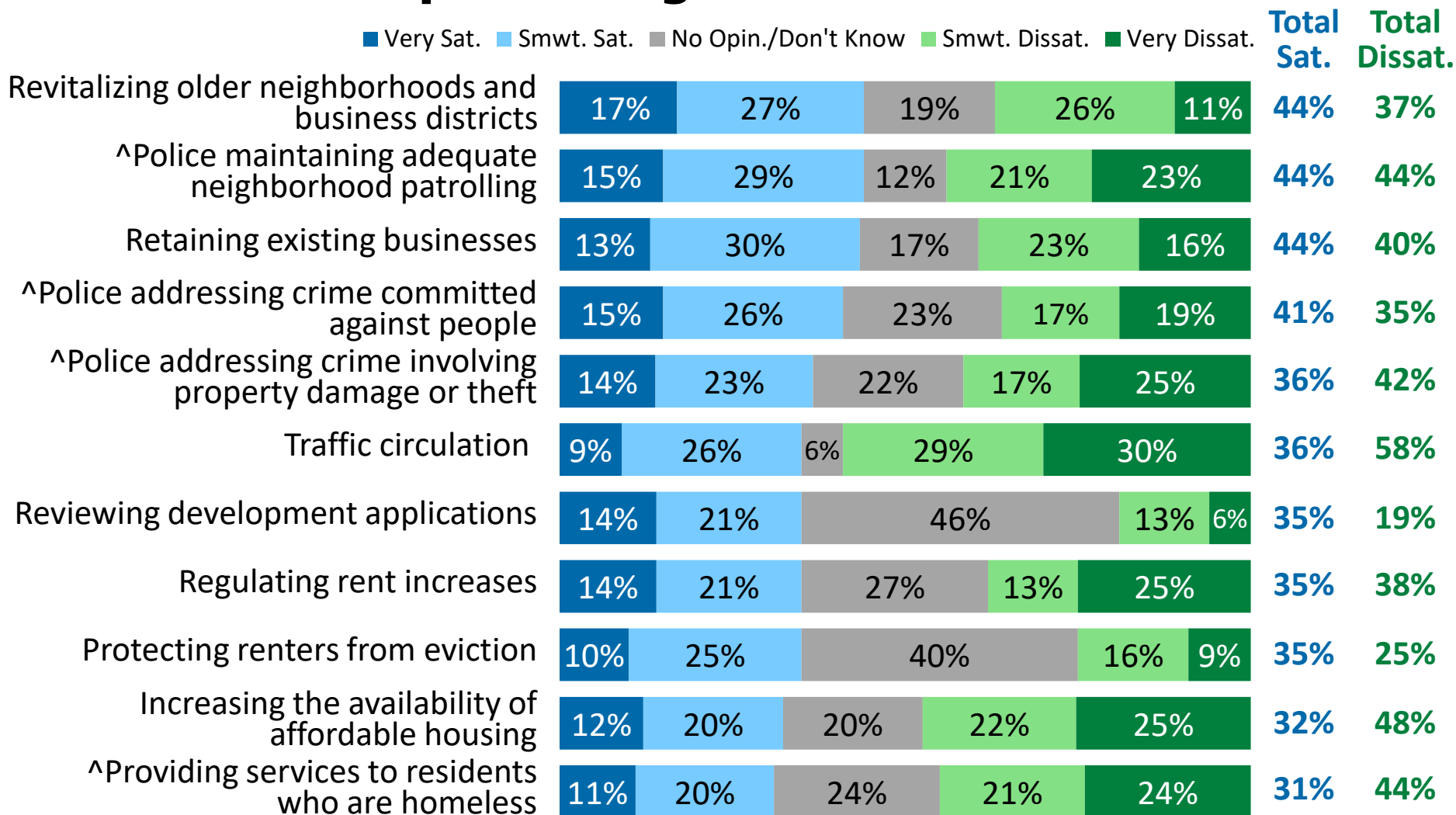
Total Sat. Total Dissat.



Q6. I am going to mention some services and programs the City provides. I would like you to tell me how satisfied you are personally with the job being done by the City of Hayward in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

^Not Part of Split Sample

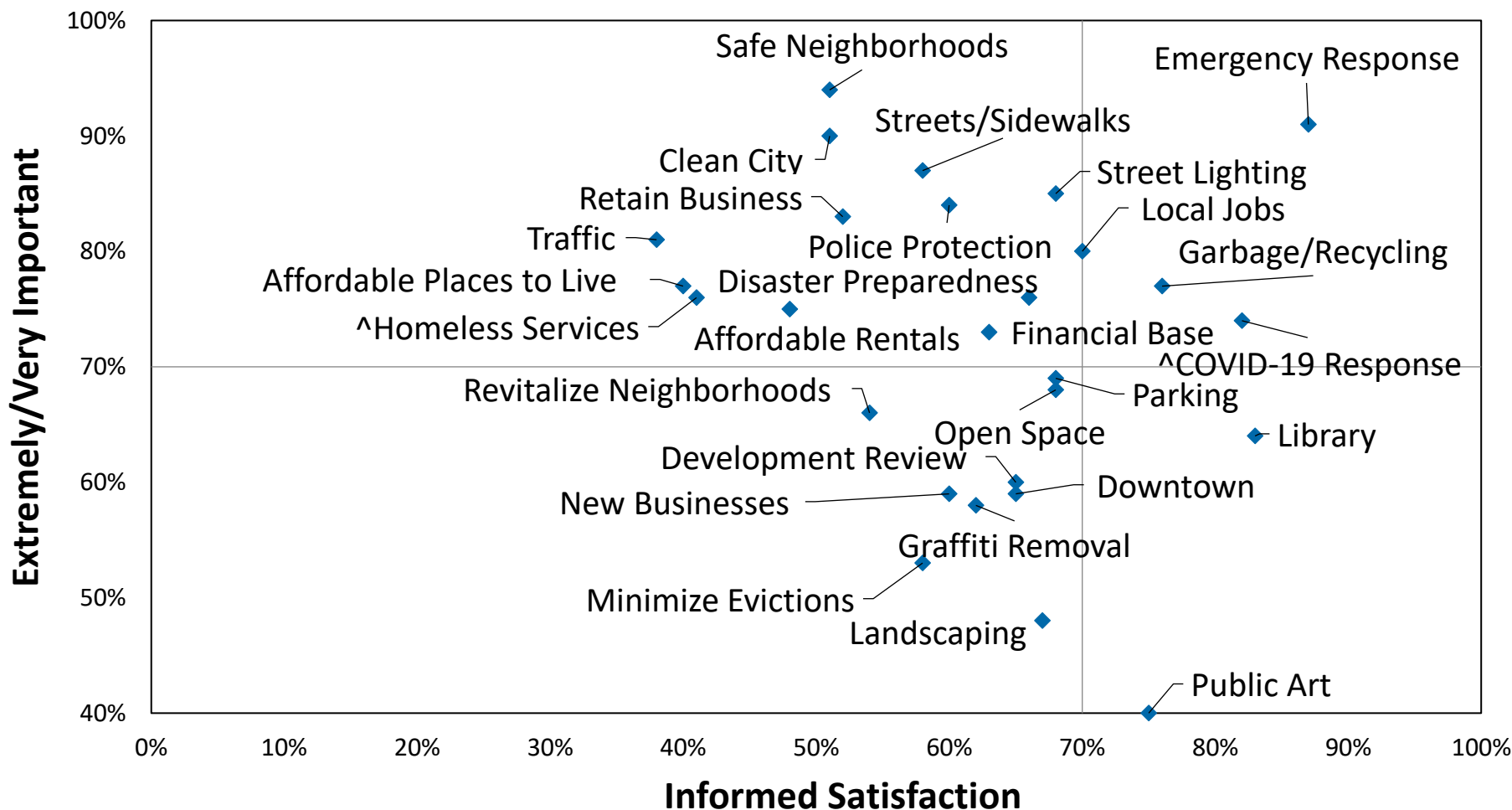
# Pluralities are dissatisfied with traffic circulation, affordable housing, and services related to people experiencing homelessness.



Q6. I am going to mention some services and programs the City provides. I would like you to tell me how satisfied you are personally with the job being done by the City of Hayward in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

^Not Part of Split Sample

# Traffic improvement, housing affordability, services related to people experiencing homelessness and neighborhood safety are key areas for attention.



Q5. I am going to read you a list of aspects of life in the City of Hayward. Please tell me, in your opinion, how important each one is to making Hayward a good place to live: extremely important, very important, somewhat important, or not too important. ^Not Part of Split Sample  
 Q6a, b, h-l & n-gg. I am going to mention some services and programs the City provides. I would like you to tell me how satisfied you are personally with the job being done by the City of Hayward in providing that program or service to City residents: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. ^Not Part of Split Sample

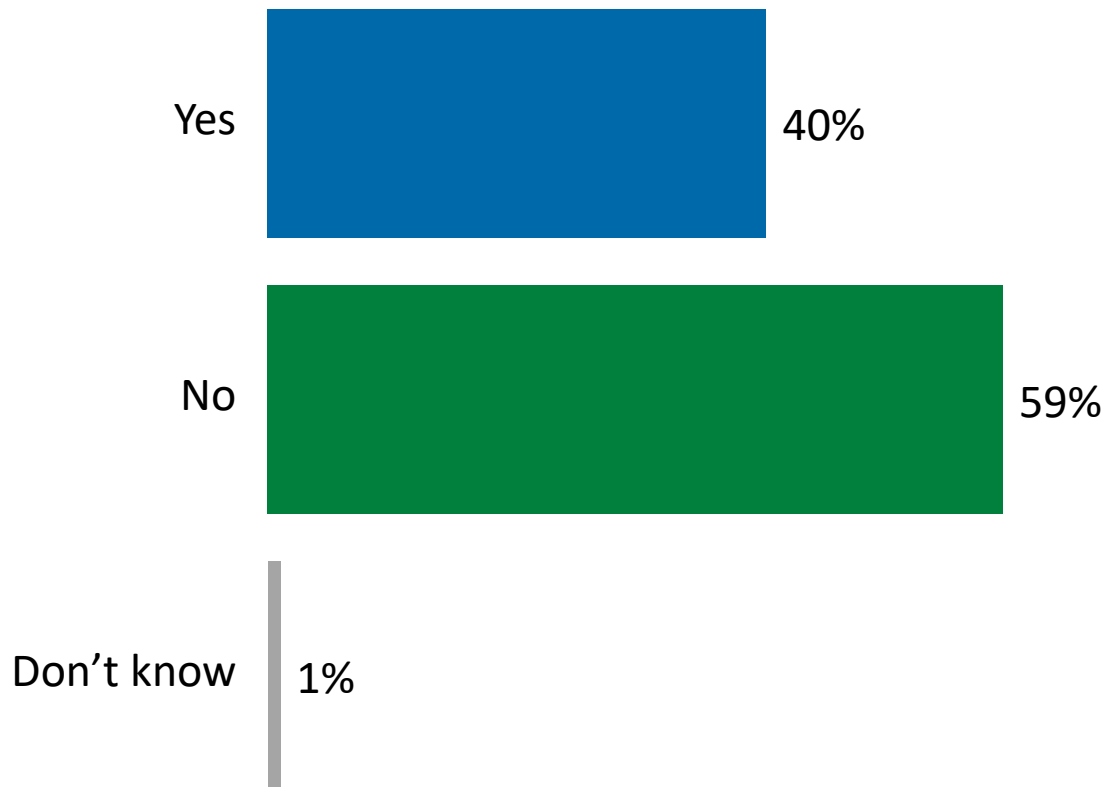




# **Interactions with City Employees**

# Two in five say they have interacted with City staff in the past 12 months.

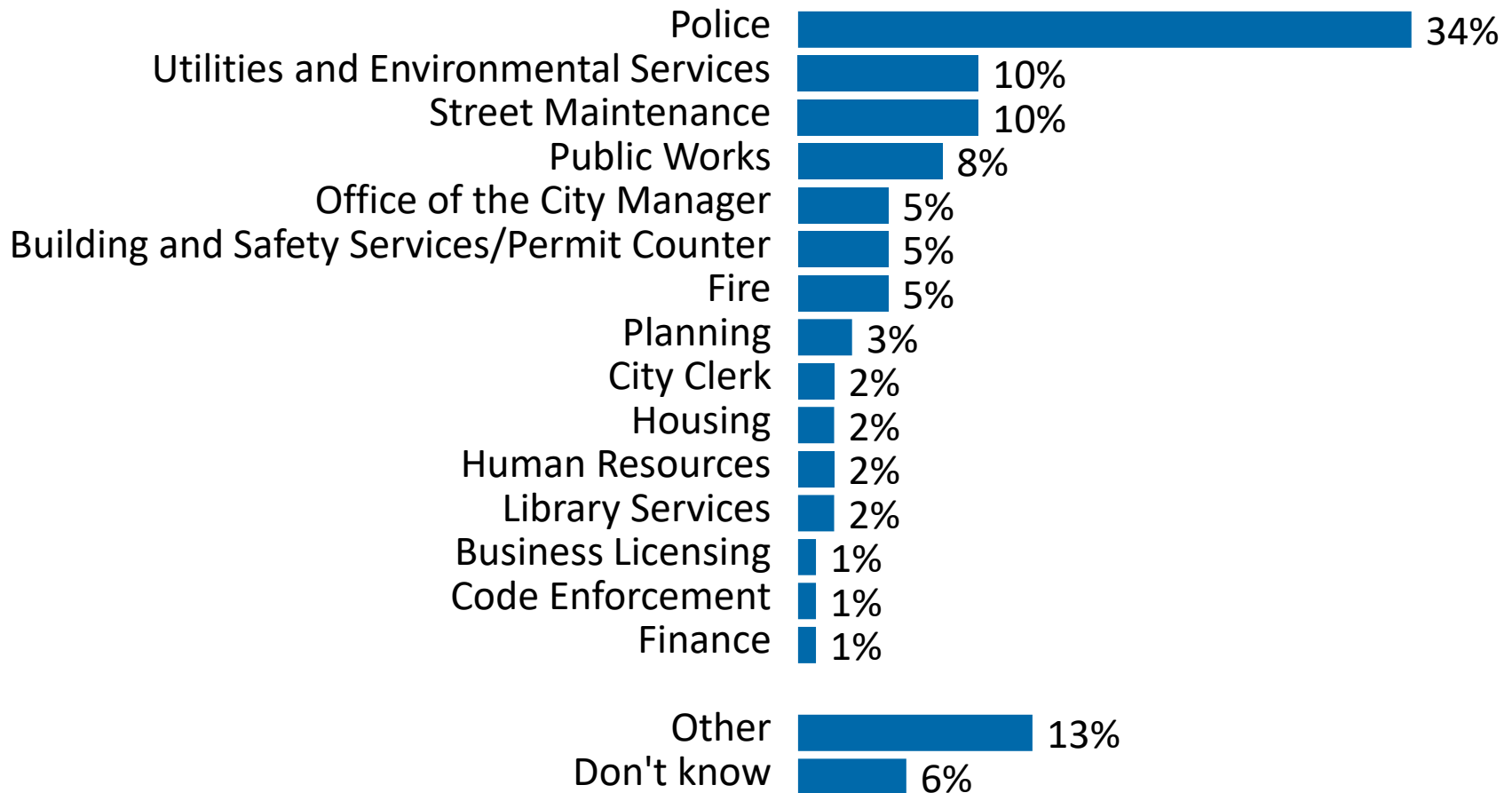
*In the past 12 months, did you contact a City of Hayward department?*



**White and older residents were more likely to have contacted the City, as were residents of the Mission Foothills neighborhood.**

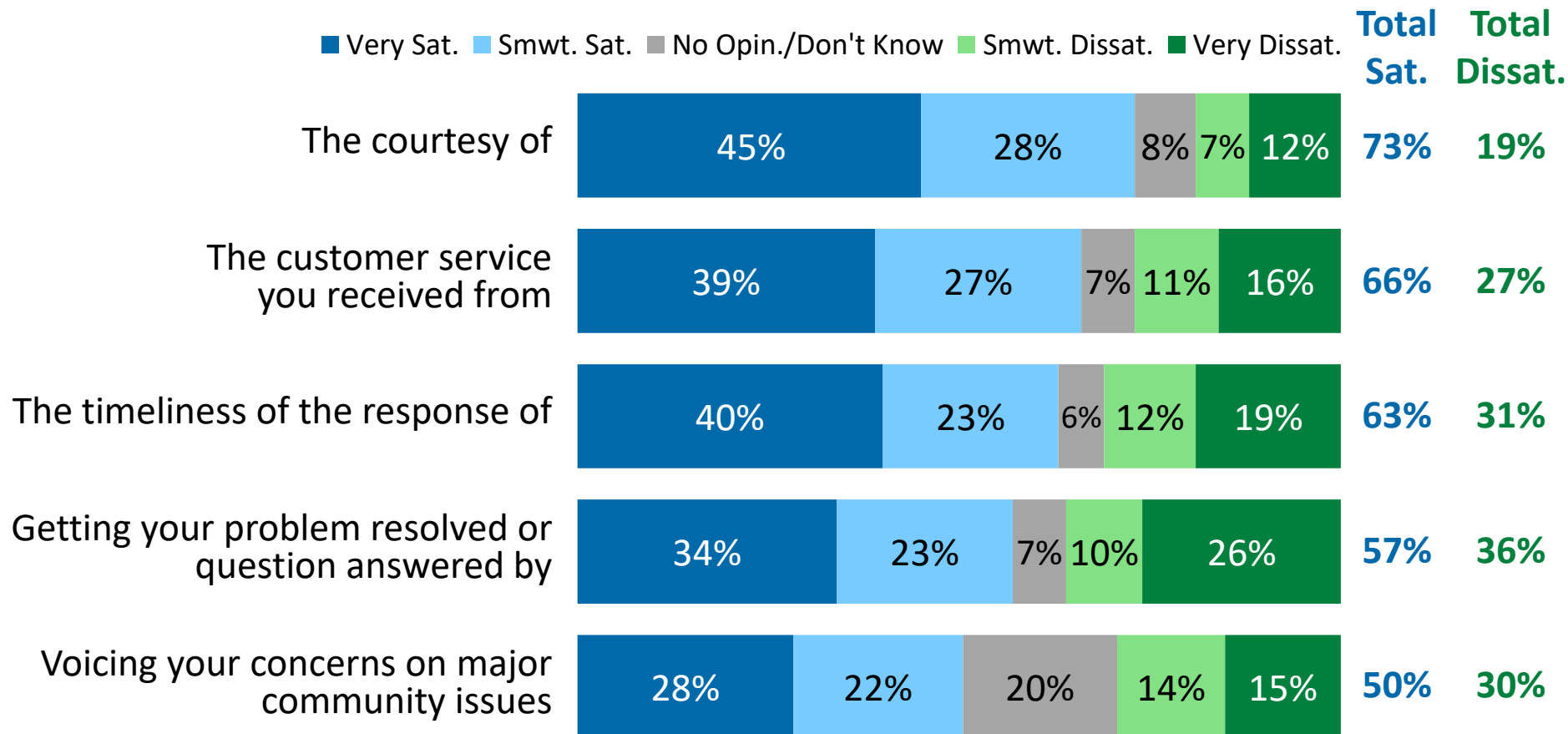
# One-third of those say their interaction was with police.

*With which City department did you have contact?  
(Open-ended; Asked of Those with Contact Only, n=363)*



# Residents are largely satisfied with courtesy, timeliness and resolution of their problem.

*Were you satisfied or dissatisfied with \_\_\_\_\_ the  
Hayward City employee or employees with whom you had contact?  
(Asked of Those With Contact Only, n=363)*



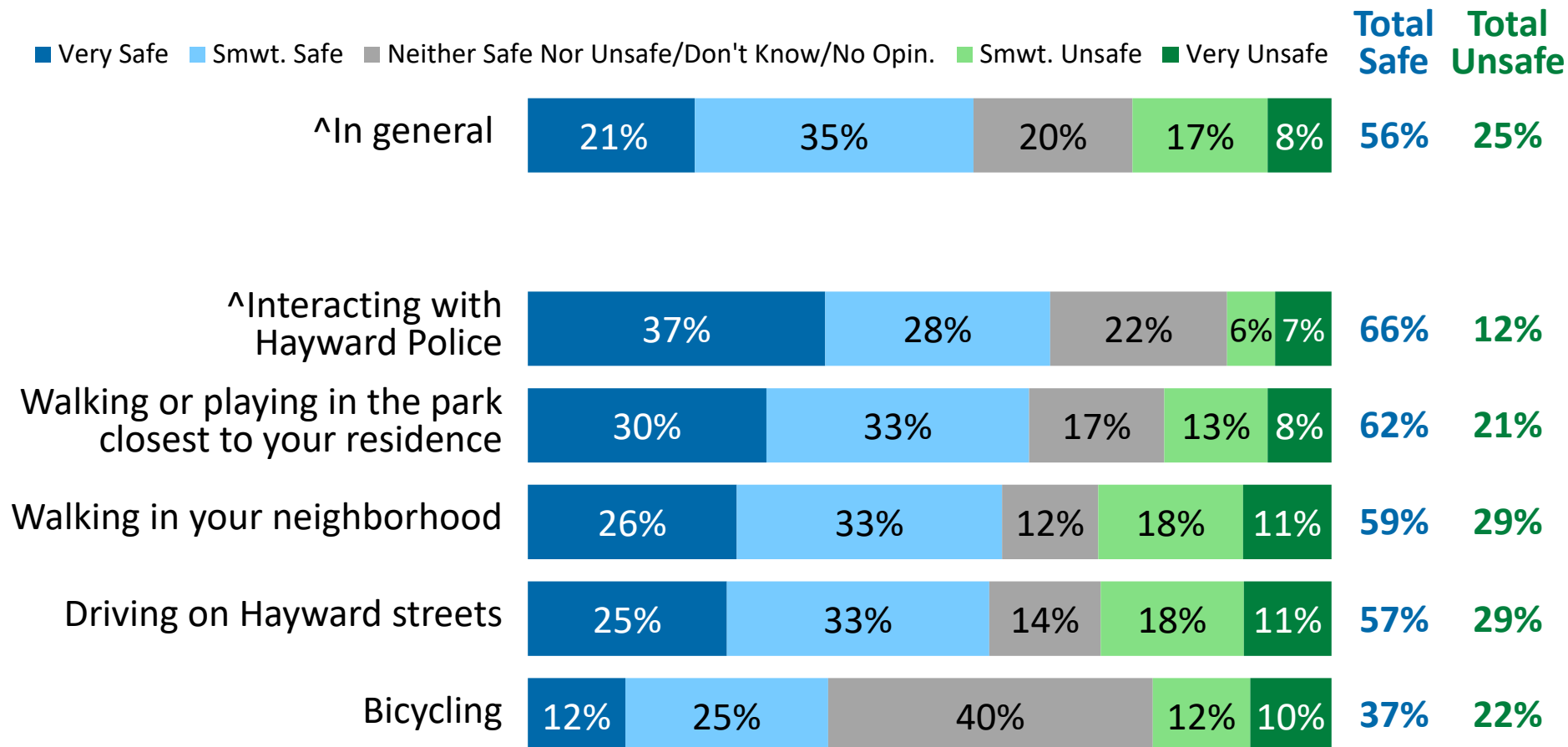


# **Community Safety**



# A majority feels safe in Hayward in general; bicycling is seen as relatively less safe.

How safe do you feel in Hayward \_\_\_\_\_? Do you feel safe, unsafe, or neither safe nor unsafe?



# Residents feel somewhat less safe walking and driving than a year ago.

(Total Safe)

Feel Safe	2019	2020*	2021	Difference (2021-2020)
^In general	64%	59%	56%	-3%
^Interacting with Hayward Police	--	63%	66%	+3%
Walking or playing in the park closest to your residence	65%	60%	62%	+2%
Bicycling	42%	40%	37%	-3%
Walking in your neighborhood	71%	68%	59%	-9%
Driving on Hayward streets	73%	67%	57%	-10%

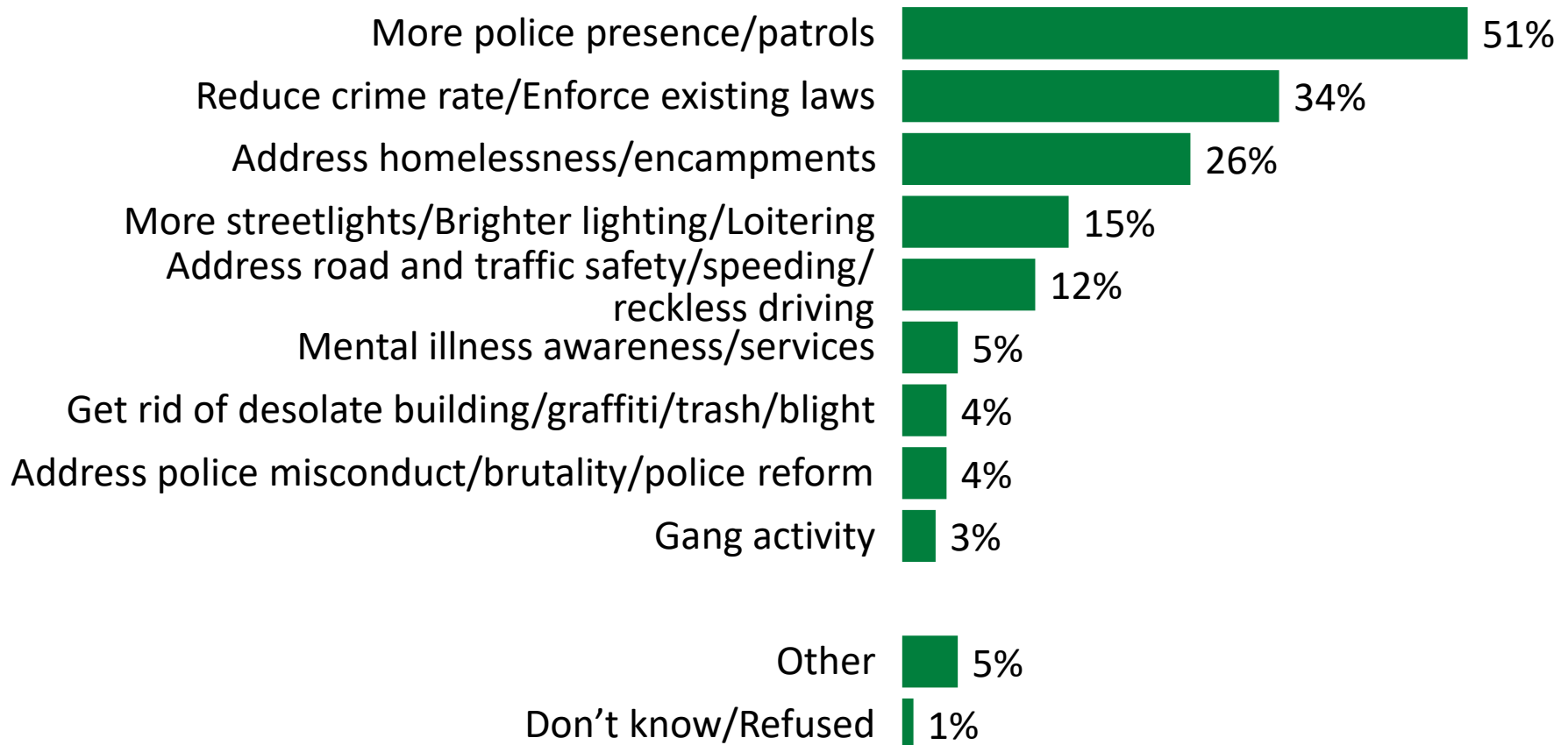
# White residents feel less safe in general than residents of color, but safer interacting with police.

(Total Safe)

Feel Safe	All Residents	Race/Ethnicity				
		Latinx Residents	White Residents	Black Residents	Asian/ Pacific Islander Residents	All Residents of Color
^In general	<b>56%</b>	60%	50%	65%	54%	60%
^Interacting with Hayward Police	<b>66%</b>	65%	71%	55%	63%	63%
Walking or playing in the park closest to your residence	<b>62%</b>	63%	58%	56%	70%	66%
Walking in your neighborhood	<b>59%</b>	66%	59%	68%	52%	61%
Driving on Hayward streets	<b>57%</b>	60%	47%	71%	57%	62%
Bicycling	<b>37%</b>	47%	34%	37%	30%	39%

# Half of those who feel unsafe in Hayward call for additional policing.

*Earlier you said that you feel unsafe in Hayward generally.  
In a few words of your own, what would make you feel safer in your community?  
(Open-ended; Asked of Those Who Feel Unsafe Generally, n=226)*

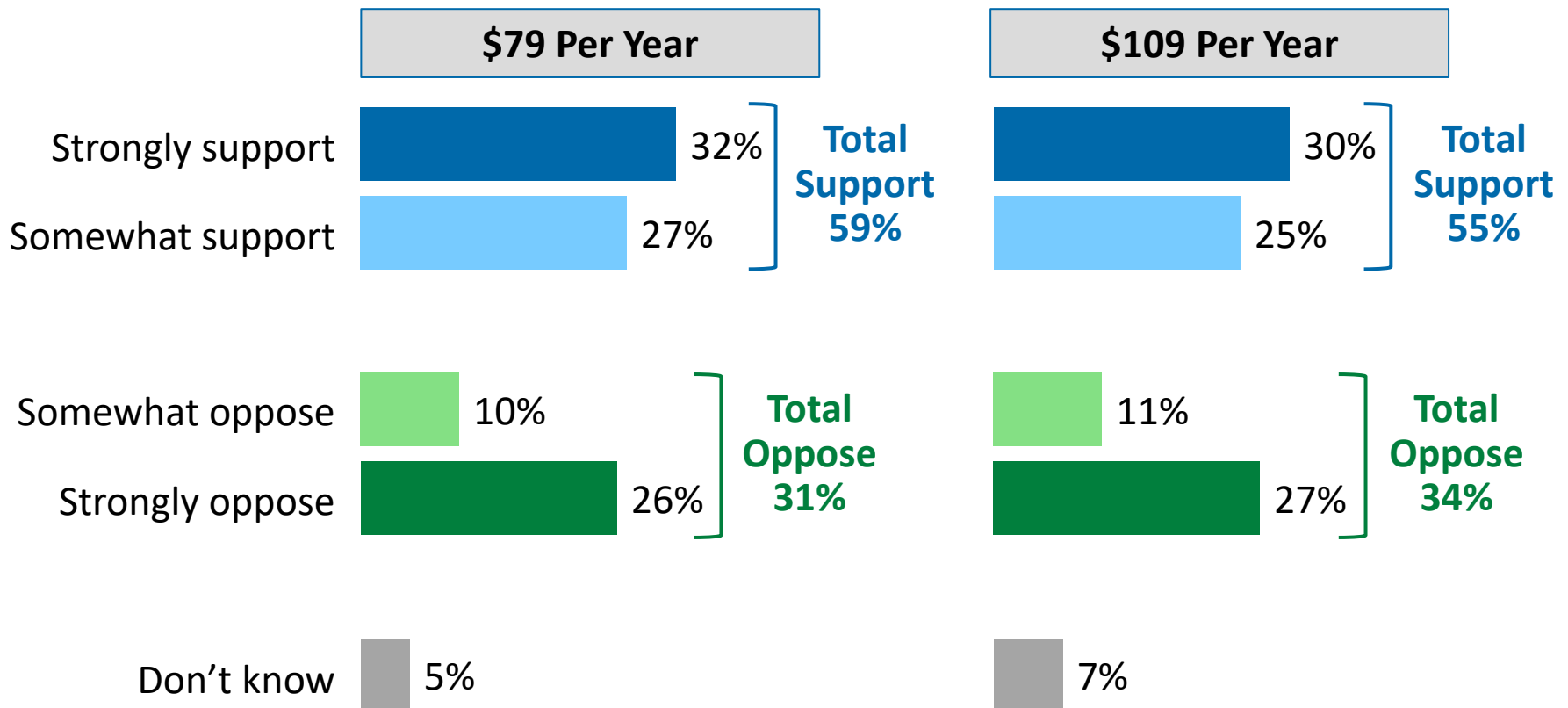




# **Parcel Tax to Support Enhanced Homelessness and Mental Health Services**

# Majorities support a parcel tax to fund homelessness and mental health response projects, programs, and services.

*In prior resident satisfaction surveys, community members have identified homelessness and mental health response in Hayward as a serious concern. Would you support or oppose the City establishing an annual parcel tax of (HALF SAMPLES: \$79/\$109 per year on residential and commercial properties that would raise approximately (HALF SAMPLES: \$3/\$4.1 million) annually to fund homelessness and mental health response projects, programs, and services?*





# **Council Questions and Comments**



# For more information, contact:



OPINION  
RESEARCH  
& STRATEGY

1999 Harrison St., Suite 2020  
Oakland, CA 94612  
Phone (510) 451-9521  
Fax (510) 451-0384

**Dave Metz**

Dave@FM3research.com

**Miranda Everitt**

Miranda@FM3research.com